

Fishing Lur

Cross-referenc to Related Application

[0001] This application claims priority to United Kingdom Patent Application No. 5 02 17 357.3, filed July 26, 2002, the entire disclosure of which is incorporated herein by reference in its entirety as if fully set forth herein.

Field

[0002] The present invention generally to fishing lures, and more particularly to 10 a fishing lure and method of assembling a fishing lure, weight and hook onto a fishing line.

Background

[0003] Fishing lures function to attract fish towards a hook upon which a fish may 15 be caught. Available types of fishing lures differ in size, shape, material, colour, smell and buoyancy; and additional features of some fishing lures include mechanisms to produce noise or vibrations, or to release a liquid attractant.

[0004] When selecting a fishing lure for use, an angler may consider a number of 20 variables, for example, the water environment in which a fishing lure is to be used, the type of fish which is sought to be caught, the type of fishing system within which the fishing lure will be used, and the ease of use of a fishing lure. In addition, a fisherman may take into account his own or other peoples perceptions of what is attractive to a fish. For example, an angler may consider a style of motion of a fishing lure whilst in 25 the water, to be particularly attractive to one or more types of fish.

[0005] *Figure A* shows an angler **A01** using a prior art fishing system **A02** in coastal water **A03**. Assembled to fishing rod **A04** is a spinning reel **A05**, around which a fishing line **A06** is wound. Fishing line **A06** extends from spinning reel **A05** 30 along the length of fishing rod **A04**, along which are spaced a plurality of supporting hooks **A07** upon which fishing line **A06** rests. Fishing line **A06** extends beyond

5 fishing rod **A04**, and the free end **A08** of fishing line **A06** is secured to a bubble float **A09**. Bubble float **A09** comprises two hemispheres **A10**, each having a connecting hook **A11**, that releasably connect to each other. Bubble float **A09** is configured to be separated into the two hemispheres **A10** so that water **A12** can be placed inside
one of the hemispheres **A10**. Thus, when the hemispheres **A10** are connected together again, bubble float **A09** contains water **A12**.

10 [0006] As shown in *Figure A*, free end **A08** of fishing line **A06** is secured to a first connecting hook **A11** of bubble float **A09**. Prior art fishing system **A02** also comprises a swivel stop **A13**, which has two connecting hooks **A14**; a first of which is secured to the second connecting hook **A11** of bubble float **A09**. Lead line **A15** is secured to and extends from the second connecting hook **A14** of swivel stop **A13** to a prior art fishing lure **A16**. Swivel stop **A13** functions to prevent lead line **A15** from twisting. Prior art fishing lure **A16** comprises a front portion **A17**, to which lead line **A15** is connected at connection point **A18**, and a rear portion **A19**; each portion having a barbed hook **A20** extending therefrom.

15 [0007] *Figure B* shows an underwater view of prior art fishing system **A02** in use in tidal water **B01**. The function of prior art fishing lure **A16** is to attract fish, such as fish **B02**, **B03** and **B04**, by resembling a fish upon which fish, such as fish **B02**, **B03** and **B04**, feed in nature. Prior art fishing lure **A16** is configured such that a fish, such as fish **B03**, will attempt to feed upon prior art fishing lure **A16** and consequently will become caught on a barbed hook **A20**.

20 [0008] Angler **A01** is using prior art fishing system **A02** according to a known method, wherein angler **A01** casts out prior art fishing lure **A16** into water **B01**, and then reels in prior art fishing lure **A16** by means of winding fishing line **A06** upon spinning reel **A05**. Thus, angler **A01** effectively drags prior art fishing lure **A16** through tidal water **B01**, in order to fool fish **B02**, **B03** and **B04**, which have a predatory nature, into thinking that prior art fishing lure **A16** is a real, swimming fish upon which they may feed.

5 [0009] Bubble float **A09** acts as a weight on the end of fishing line **A06**, to facilitate casting out of prior art fishing lure **A16**. However, bubble float **A09** also acts a float, and it can be seen from *Figure B* that bubble float **A09** is floating upon the crest of wave **B05**. A disadvantage of this feature is that, due to the fixed length of lead line **A15**, as bubble float **A09** rises and falls due to the motion of tidal water **B01**, the maximum depth of prior art fishing lure **A16** below bubble float **A09** correspondingly rises and falls. Thus, as shown in *Figure B*, the action of wave **B05** has resulted in prior art fishing lure **A16** being pulled away from, and possibly out of 10 visible range of, fish **B02**, **B03** and **B04**. According to the speed and the action of wave **B05**, this may occur rapidly, and as a result, prior art fishing lure **A16** may move in an unnatural style which will discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

15 [0010] A further disadvantage arising from the configuration of prior art fishing system **A02**, is that the action of angler **A01** reeling in fishing line **A06** effectively exerts a pulling force on bubble float **A09** and not directly upon prior art fishing lure **A16**. Thus, the degree of control angler **A01** can exert over prior art fishing lure **A16**, is reduced by the termination of fishing line **A06** at the first connecting hook **A11** of 20 bubble float **A09**. During use of prior art fishing system **A02**, lead line **A15** is able to become slack, and consequently, prior art fishing lure **A16** is free to move in any direction according to the motion of tidal water **B01**. Thus, prior art fishing lure **A16** may have periods of erratic movement, which may discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

25 [0011] Periods of unnatural erratic movement of prior art fishing lure **A16** may also result from a feature of prior art fishing system **A02**, wherein lead line **A15** is connected to prior art fishing lure **A16** at a single connection point **A18** on the front portion **A17**. Thus, even in circumstances under which lead line **A15** is in the fully taut position (as shown in *Figure A*), forces acting on prior art fishing lure **A16** may 30 influence it to move randomly in any direction about connection point **A18**.

5 [0012] As shown in *Figure B*, within tidal water **B01** are pieces of seaweed, floating naturally at a higher level than **B02**, **B03** and **B04**, and seaweed **B06** has become caught upon a barbed hook **A20** of prior art fishing lure **A16**. The presence of caught seaweed **B06** may have an adverse effect on the motion of prior art fishing lure **A16** as it is dragged through tidal water **B01**, and may alert fish **B02**, **B03** and **B04** to the fact that prior art fishing lure **A16** is not a real fish. In addition, prior art fishing lure **A16** or bubble float **A09** may become entangled with seaweed, or flotsam and jetsam, to the extent that angler **A01**, is forced to sever fishing line **A06**, in order to 10 release it from bubble float **A09**. This action results in the loss of bubble float **A09**, swivel stop **A13**, lead line **A15**, prior art fishing lure **A16**, and a length of fishing line **A06**; causing expense and inconvenience to angler **A01**.

Summary

15 [0013] According to a first aspect of the invention, there is provided a fishing lure having a head portion, a body portion and a tail portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is configured to allow fishing line to be inserted therethrough into said internal chamber, and said second opening is configured to allow a fishing weight to be inserted therethrough into said internal 20 chamber.

25 [0014] According to a second aspect of the invention, there is provided components configured to be assembled into a fishing lure assembly, said components comprising a fishing lure having a head portion, a body portion and a tail portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening configured to allow fishing line to be inserted therethrough into said internal chamber, and said second opening configured to allow a fishing weight to be 30 inserted therethrough into said internal chamber, a fishing weight, and a hook.

[0015] According to a third aspect of the invention, there is provided a method of assembling a fishing lure, fishing weight and hook onto a fishing line; said fishing lure having a head portion, a body portion and a tail portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening configured to allow fishing line to be inserted therethrough into said internal chamber, and said second opening configured to allow a fishing weight to be inserted therethrough into said internal chamber; said method comprising the steps of: assembling said fishing lure onto said fishing line by threading fishing line through said first opening and said second opening of said fishing lure; assembling said fishing weight onto said fishing line; and assembling said hook onto said fishing line.

Brief Description of the Drawings

[0016] *Figure A* shows an angler using a prior art fishing system;

[0017] *Figure B* is an underwater view of the prior art fishing system shown in *Figure 1*, in use;

[0018] *Figure 1* is a side view of a fishing lure;

[0019] *Figure 2* shows the fishing lure shown in *Figure 1* and a weight, both assembled onto the same fishing line;

[0020] *Figure 3A* shows a side view of the weight shown in *Figure 2*;

[0021] *Figure 3B* is a section on line A-A shown in *Figure 3A*;

[0022] *Figure 4* shows a hook assembled onto the fishing line shown in *Figure 2*;

[0023] *Figure 5* shows the fishing lure shown in *Figure 2*, being prepared to receive the weight and hook shown in *Figure 4*;

[0024] *Figure 6* shows the weight and hook, shown in *Figures 4* and *5*, being inserted into the fishing lure, shown in *Figures 2* and *5*;

[0025] *Figure 7* shows a fishing lure assembly, comprising the weight and hook, shown in *Figures 4* and *5*, inserted into the fishing lure, shown in *Figures 2* and *5*; all assembled onto the fishing line;

[0026] *Figure 8* is an underwater view of the fishing lure assembly shown in *Figure 7*, in use;

[0027] *Figure 9 shows the weight and hook, shown in Figures 4 and 5 assembled onto a fishing line, being removed from the fishing lure, shown in Figures 2 and 5 assembled onto the fishing line; and*

5 [0028] *Figure 10 shows a retail unit comprising a plurality of fishing lures, a plurality of weights, a plurality of hooks, and a receptacle containing lubricant, all grouped by packaging.*

Detailed Description of the Exemplary Embodiments

10 [0029] *Figure 1 shows a fishing lure 101. Fishing lure 101 has a head portion 102, a body portion 103, and a tail portion 104. Within fishing lure 101 is an internal chamber 105, having a first opening 106 and a second opening 107. First opening 106 is located within head portion 102 of fishing lure 101 and is configured to receive a fishing line. Second opening 107 is located within body portion 103 of fishing lure 101 and is configured to receive a fishing weight. According to the example shown in*

15 *Figure 1, first opening 106 is a substantially circular aperture and second opening 107 is a substantially rectangular aperture, with a longitudinal major axis. Fishing lure 101 is a facsimile of a sand eel, and has equivalent features of such a fish, including eyes 108, mouth 109, gills 110, front fins 111, scales 112 and rear fins 113. In addition, fishing lure 101 has a flexible tail fin 114, configured as a baffle plate. In the shown*

20 *example, first opening 106 forms part of the mouth 109 of fishing lure 101.*

25 [0030] *Illustrated in Figure 2, is a method by which fishing lure 101 is assembled onto a fishing line 201. Free end 202 of fishing line 201, shown held by hand 203, is passed in the direction of arrow 204 to the front of fishing lure 101, through first opening 106 into internal chamber 105, and from internal chamber 105 through second opening 107 out underneath fishing lure 101. In this way, fishing lure 101 is threaded upon fishing line, with first opening 106 of internal chamber 105 up-line along fishing line 201 from second opening 107. In this example, the head portion 102 of fishing lure 101 faces up-line.*

[0031] *Figure 2 also shows a fishing weight, in this example fishing weight 205, suitable for insertion into internal chamber 105 of fishing lure 101. Fishing weight 205, shown assembled onto fishing line 201 down-line from fishing lure 101, is described in further detail below with reference to Figures 3A and 3B.*

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[0032] *Figure 3A shows an enlarged view of fishing weight 205, which is a type known as a torpedo fishing weight. Fishing weight 205 defines a passageway 301 extending therethrough, the passageway 301 having a front portion 302, which is radial about the central longitudinal axis of fishing weight 205, and a rear portion 303, the cross-sectional shape of which is shown in more detail in Figure 3B.*

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[0033] *The cross-sectional shape of rear portion 303 is symmetrical about each of perpendicular major and minor axes, with the distance between negative and positive points on the major axis being greater than the distance between negative and positive points on the minor axis; the cross-section having a curved inside surface, and the axis intersection points being points on the inside surface at the greatest distance from the origin of the axes and the negative and positive points approximately forty-five degrees from each axis being points on the inside surface at the least distance from the origin of the axes. In cross-section, the inside surface of passageway 301 forms a concave curve between each axis intersection point and a point approximately forty-five degrees between the axes, in the region of which the inside surface forms a convex curve.*

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[0034] *As shown in Figure 3B, front portion 302 of passageway 301 is smaller in cross-sectional area than the cross-sectional area of rear portion 303, the arrangement such that within fishing weight 205, there is a face 304, perpendicular to the central longitudinal axis of fishing weight 205, at the point along passageway 301 where front portion 302 opens out into rear portion 303.*

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[0035] *Figure 4 shows a fishing hook 401 assembled onto fishing line 201, down-line from fishing weight 205, which is oriented such that rear portion 303 of*

passageway 301 is down-line from front portion 302. Fishing hook 401 has a connecting eye 402 (shown from the side) around which free end 202 of fishing line 201 is tied, a shank 403, two barbs 404, and a barbed crook 405. Rear portion 303 of passageway 301 is configured such that connecting eye 402 of fishing hook 401 will slot into fishing weight 205, in the direction of arrow 406. The cross-sectional shape of rear portion 303 of passageway 301 is configured such that connecting eye 402 of fishing hook 401 will fit into the previously described major axis section of rear portion 303. This feature functions to prevent fishing hook 401 rotating within fishing weight 205.

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[0036] In the fully inserted position, connecting eye 402 abuts against the passageway face. The length of rear portion 303 is such that 403 when fishing hook 401 is inserted into fishing weight 205, part of the shank 403 of fishing hook 401 is retained within fishing weight 205. This feature advantageously reduces the overall length of the fishing weight 205 and fishing hook 401, compared to fishing weight 205 and fishing hook 401 being assembled one after the other along the fishing line, and reduces the overall width of the fishing weight and the hook, compared to these components being placed separately, each to one side of the other.

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[0037] Fishing lure 101 is configured to allow fishing weight 205, and in addition, fishing hook 401, to be removably inserted through second opening 107 of internal chamber 105 into fishing lure 101. *Figure 5* shows an amount of lubricant 501 being inserted into internal chamber 105, in preparation for fishing weight 205 being inserted into fishing lure 101. Lubricant 501 is contained within a receptacle 502, having an elongate tapered nozzle 503 to facilitate the lubrication of internal chamber 105 of fishing lure 101.

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[0038] *Figure 6* shows fishing weight 205 and fishing hook 401 being inserted into fishing lure 101. According to a method of assembling fishing lure 101, fishing weight 205 and fishing hook 401 onto fishing line 201, fishing hook 401 is inserted into fishing weight 205 prior to fishing weight 205 being inserted into internal chamber 105

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of fishing lure 101. This step facilitates the insertion of fishing hook 401 into internal chamber 105, compared to inserting fishing hook 401 into fishing weight 205 after fishing weight 205 has been inserted into internal chamber 105 of fishing lure 101.

5 [0039] Hand 203 is shown in *Figure 6* pulling fishing line 201 through fishing lure 101 in the direction of arrow 601. This action reduces the amount of slack fishing line 201 within fishing lure 101, between fishing hook 401 and first opening 106 of internal chamber 105, and may also aid the process of inserting fishing weight 205 and fishing hook 401 into internal chamber 105, by exerting a pulling force upon fishing hook 401.

10 [0040] *Figure 7* shows a fishing lure assembly 701. Fishing lure 101 is prepared for use, with fishing weight 205 and fishing hook 401 fully inserted and positioned within internal chamber 105; fishing lure 101, fishing weight 205 and fishing hook 401 assembled sequentially down-line onto fishing line 201. It can be seen from *Figure 7* 15 that barbed crook 405 of fishing hook 401 is positioned on the underside of fishing lure 101.

20 [0041] As previously described, fishing hook 401 fits into the major axis section of rear portion 303, such that rotational movement of fishing hook 401 within fishing weight 205 is prevented. Fishing weight 205 fits tightly inside internal chamber 105, such that rotational movement of fishing weight 205 within fishing lure 101 is inhibited. In combination, these features inhibit movement of barbed crook 405 from the desired position, in this example from the underside of fishing lure 101. In addition, the 25 rectangular configuration of second opening 106, the length thereof extending along the length of fishing lure 101, further inhibits such movement.

30 [0042] Fishing lure assembly 701 is suitable for use within a fishing system comprising a fishing rod, such as fishing rod A04, to which is assembled a spinning reel, such as spinning reel A05. However, as shown in *Figure 8*, fishing lure assembly 701 is suitable for use within a fishing system that does not comprise a float, such as bubble float A09, a swivel stop, such as swivel stop A13 or a lead line, such

as lead line **A15**. This feature provides for a reduction in the cost of the fishing system and the amount of equipment that is normally transported by an angler. In addition, due to a reduction in the number of fishing system components which could become entangled with seaweed, or flotsam or jetsam, the risk of an angler having to sever fishing line **201** as a consequence is reduced.

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[0043] *Figure 8* shows fishing lure **101** being used in tidal water **801** to attract fish **802** and **803**. Fishing lure **101** has been cast out and is being reeled in by an angler. As previously described, within prior art fishing system **A02**, bubble float **A09** acts as a weight on the end of fishing line **A06** to facilitate casting out of prior art fishing lure **A16**. Within fishing lure assembly **701**, fishing weight **205** acts as a weight on the end of fishing line **201** to facilitate casting out of fishing lure **101**. In addition, fishing weight **205** also functions to balance fishing lure **101** whilst being dragged through tidal water **801**; the weight provided by fishing weight **205** functioning to maintain fishing lure **101** within tidal water **801** and acting as a counterbalance to the effects of forces acting upon fishing lure **101**.

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[0044] As shown in *Figure 8*, fishing line **201** is directly secured to fishing lure assembly **701**, such that a pulling force exerted on fishing line **201**, in the direction of arrow **804**, will be transferred to fishing lure assembly **701**. This feature confers greater control over fishing lure **101** to an angler, for example, greater control over the speed of fishing lure **101**, moving in the direction of arrow **804**, as fishing line **201** is reeled in by an angler.

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[0045] Within the shown arrangement of fishing lure assembly **701**, fishing line **201** is secured to connecting eye **402** of fishing hook **401**. Connecting eye **402** is located within fishing weight **205**, which is located in internal chamber **105** of fishing lure **101**. With this arrangement, the pulling force exerted upon fishing line **201** as it is reeled in acts directly upon fishing hook **401**. This feature confers to an angler greater control over the direction in which fishing lure **101** moves as the angler reels fishing line **201** in.

5 [0046] The aforementioned risk of rapid depth fluctuation, described in relation to the use of prior art fishing lure **A16** in combination with bubble float **A09**, swivel stop **A13** and lead line **A15**, is reduced by directly securing fishing line **201** to fishing assembly **701**. This feature also functions to maintain fishing lure **101** at an effective depth, such as the depth of fish **802** and fish **803**.

10 [0047] As described with reference to and as shown in *Figures 3A and 3B*, fishing weight **205** defines a passageway **301** therethrough about the central axis thereof, such that the weight provided by fishing weight **205** is distributed approximately uniformly about fishing line **201** when assembled within fishing lure assembly **701**. Correspondingly, this feature functions to increase the uniformity with which fishing lure **101** moves as it is reeled in through tidal water **801**.

15 [0048] Preferably, first opening **106** of internal chamber **105** of fishing lure **101** is a relatively small size, for example of a size allowing only a fishing line to be passed therethrough, in order to reduce the risk of water entering internal chamber **105**, to reduce any drag effects, and to inhibit movement of fishing lure **101** about the point along fishing line **201** where fishing line **201** enters first opening **106** of internal chamber **105**.

20 [0049] Fishing lure **101** is configured such that the movement of flexible tail portion **114** is uninhibited when fishing lure **101** is assembled into fishing lure assembly **701**. Flexible tail portion **114** is configured to maintain fishing lure **101** in the upright position whilst being reeled in through tidal water **801**, and is further configured such that as fishing lure **101** moves through tidal water **801**, in the direction of arrow **804**, flexible tail portion **114** oscillates side to side in the directions indicated by double headed arrow **805**. The realistic motion achieved by fishing lure **101** within fishing lure assembly **701**, increases the attractiveness of fishing lure **101** to fish, such as fish **803**.

[0050] In the event that fish 803 attempts to feed upon fishing lure 101 and becomes caught upon fishing hook 401, according to the configuration of fishing lure assembly 701, fishing lure 101 is able to travel up-line along fishing line 201. This action may occur as a result of the action of fish 803 whilst becoming caught upon fishing hook 401, or an angler may move fishing lure 101 along the line, if required. This feature reduces the degree of interference of fishing lure 101 during the process of an angler removing fishing hook 401 from successfully caught fish 803. Fishing weight 205 may be taken along with fishing lure 101, or fishing lure 101 and fishing weight 205 may become separated from one another as fishing lure 101 travels along the fishing line. In addition, the risk of damage to fishing lure 101 is reduced, thus providing for an increase in the working life of fishing lure 101, which may be re-used.

[0051] Fishing lure assembly 701 is configured to be separated into the fishing lure 101, fishing line 201, fishing weight 205 and fishing hook 401 components. *Figure 9* illustrates a method of removing fishing weight 205 and fishing hook 405 from within internal chamber 105 of fishing lure 101; wherein fishing weight 205, with fishing hook 401 remaining inserted inside, is manipulated by hand 203 until both fishing weight 205 and fishing hook 401 are tilted towards second opening 107 of internal chamber 105. Fishing weight 205, shown held by hand 203, is then squeezed out from internal chamber 105, in the direction of arrow 901. To assist the removal of fishing weight 205 from fishing lure 101, an amount of lubricant 501 may be inserted into internal chamber 105 prior to or during the manipulation of fishing weight 205. It can be observed from *Figure 9* that as fishing weight 205 is tilted towards second opening 107 of internal chamber 105, fishing line 201 is drawn into internal chamber 105. In addition, *Figure 9* shows hand 203 positioned on the upper side of fishing lure 101, away from first opening 106 of internal chamber 105, such that the movement of fishing line 201 through fishing lure 101 is uninhibited.

[0052] Fishing lure 101 is configured such that fishing weight 205 is removable, to allow an angler to use a variety of fishing weights, having different weights, in combination with fishing lure 101. Similarly, fishing assembly 701 is configured such

that an angler may use a variety of fishing hooks, having different dimensions or style or number of barbs, in combination with fishing lure 101. Thus, an angler may select a fishing weight from a plurality of fishing weights suitable for use in combination with fishing lure 101 and a fishing hook from a plurality of fishing weights suitable for use in combination with fishing lure 101, according to the fishing conditions.

[0053] Figure 10 shows a retail pack 1001. Retail pack 1001 comprises three fishing lures 1002, 1003 and 1004, fishing lure 1002 having smaller dimensions than fishing lure 1003, which has smaller dimensions than fishing lure 1004. Each fishing lure 1002, 1003, 1004 incorporates an internal chamber and first and second openings arranged in substantially the same arrangement as previously described with respect to fishing lure 101. Retail pack 1001 further comprises three fishing hooks 1005, 1006 and 1007; fishing hook 1005 having smaller dimensions than fishing hook 1006, which has smaller dimensions than fishing hook 1007. Fishing hooks 1005, 1006, 1007 are similar to previously described fishing hook 401. Retail pack 1001 also comprises three fishing weights, 1008, 1009, 1010 fishing weight 1008 having smaller dimensions than fishing weight 1009, which has smaller dimensions than fishing weight 1010. Fishing weights 1008, 1009, 1010 are similar to previously described fishing weight 205. In addition, retail pack 1001 comprises a receptacle 1011 containing lubricant 1012. Receptacle 1011 is similar to previously described receptacle 502, and has an elongate nozzle 1013. The components of retail pack 1001 are grouped together by packaging 1014 for the convenience of both retailer and purchaser.

[0054] The configuration of fishing lure 101 is such that fishing lure 101, fishing weight 205 and fishing hook 401 can be assembled into fishing lure assembly 701 quickly and easily. Correspondingly, fishing weight 205 and fishing hook 401 can be changed by an angler quickly and easily. An angler may therefore conveniently take retail pack 1001 on an angling expedition, and may select a heavier weight, such as fishing weight 1010, for use in combination with fishing lure 101 in spring tide

conditions; or a lighter weight, such as fishing weight 1008, for use in combination with fishing lure 101 in neap tide conditions.

5 [0055] Fishing lure 101 is preferably fabricated from a flexible material, for example rubber. A flexible material is advantageous in assisting the manipulation of fishing lure 101 during the processes of inserting fishing weight 205 and fishing hook 401 into internal chamber 105 of fishing lure 101, and removing fishing weight 205 and fishing hook 401 from internal chamber 105 of fishing lure 101. In addition, a durable, flexible material provides for an increase in the working life of fishing lure 101 which is 10 configured to be assembled into and separated from fishing lure assembly 701 a plurality of times.

15 [0056] Furthermore, many types of flexible material are available, for example, having different densities, colours, degrees of transparency or different effects, such as gloss or sparkly. Preferably, fishing lure 101 has a degree of transparency, such that internal chamber 105 is visible, to facilitate a user of fishing lure 101 in the process of assembling fishing lure 101 into fishing lure assembly 701, and similarly to facilitate the process of separating fishing lure assembly 701 into the separate components.

20 [0057] The embodiment described herein offers several advantages over the discussed prior art. However, the skilled reader will understand that substitutions may be made for the components of fishing lure assembly 701 without departing from the spirit of the invention, although some substitutions could result in the loss of one or 25 more of the advantages. In particular, different types of weights and hooks could be used, including those which do not interact to prevent movement of the hook as herein described. A fishing lure that is suitable for use in a different type of water, for example freshwater lake, could be used. In addition, a fishing lure that is not a facsimile of any type of fish could be used.